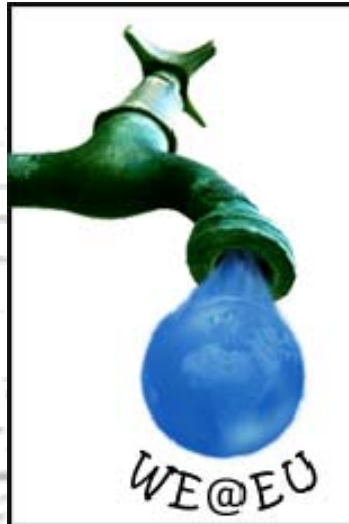


**WE@EU: WATER EFFICIENCY IN EUROPEAN URBAN AREAS**  
**FP7 N° [320007]**



# DISSEMINATION PLAN

Version: 2, 2013-12-26

**WP ZINNAE**

**WP7: Dissemination and Valorisation**

**Deliverable D7.1 Communication and Dissemination Strategy and Plan**

Dissemination Level: CO (Confidential, only for members of the Consortium)

## Partners



Cambridge Chelmsford Peterborough



Opportunity Peterborough



**IAAA**  
Advanced Information  
Systems Laboratory  
**Universidad Zaragoza**



Clúster urbano para uso eficiente del agua.



**Campus for Medicine  
And Research in Galilee**  
Campus for Medicine And Research in Galilee



THE REGIONAL COMPANY FOR WATER AND SEWAGE LTD



"REALISING EXCELLENCE"



This project is funded by the  
European Union  
Seventh Framework Programme

## Document History

Date	Version	Editor	Comments	Status
22/11/2013	01	Virginia Gimenez, Clara Presa, Marisa Fernández (ZINNAE)	First Draft	Draft
17/12/2013	02	Clara Presa, Marisa Fernández, Uri Marchaim, Gareth Jones, Helene Theveneau, Christelle Maffre	Second Draft (corrections on tools, indicators, logo presentation, final editing)	Approved

## List of partners

Participant nº	Name	Country
1 UNIZAR (Coordinator)	University of Zaragoza	Spain
2 EGMA	Campus for Medicine and Research in Galilee Association	Israel
3 MIGAL	MIGAL Galilee Research Institute, Ltd.	Israel
4 PARAGON	Paragon Limited	Malta
5 PELEG-HAGALIL	Peleg HaGalil	Israel
6 EA ECOENTREPRISES	Ea eco-entreprises	France
7 OP	Opportunity Peterborough	UK
8 ZINNAE	Asoc. cluster urbano para el uso eficiente del agua	Spain



9 ARU	Anglia Rusking University	UK
-------	---------------------------	----

## Glossary

Acronym	Description
AB	Advisory Board
EIP Water	European Innovation Partnership on Water
JAP	Joint Action Programme
NGO	Non Governmental Organizations
R&D	Research and Development
SME	Small and Medium Enterprises
WP	Work Package
WPL	Work Package Leader



## Table of Contents

1. Introduction .....	6
1.1. Purpose of this document .....	6
1.2. Document structure .....	6
2. Dissemination Strategy .....	7
2.1. Target groups .....	7
2.2 Dissemination objectives .....	12
2.3. Messages .....	14
2.4 Project milestones .....	14
2.5 Responsibilities .....	16
2.6 Official EC dissemination rules .....	17
3. Dissemination Channels .....	19
3.1 Online channel .....	19
3.2 Non-electronic channel .....	19
3.3 Mass media .....	19
4. Tools and procedures .....	21
4.1 Project Corporate Identity .....	21
4.2 Internet Tools .....	24
4.3 WE@EU events and promotional activities .....	28
4.4 Publications .....	32
5. Disclaimer .....	34
6. Conclusion .....	35

Annex 1. Monitoring and Evaluating Dissemination efforts

Annex 2. Protocols (Press Release, Events, Intranet)





# 1. Introduction

## 1.1. Purpose of this document

The goal of this deliverable is to detail the dissemination strategy that will be followed during the WE@EU project. This document is part of WP7, Dissemination and Valorisation. It's very important reinforcing the impact of the project actions, development and implementation of a communication strategy of the project, members and results and disseminate awareness and raise knowledge on the project in the participating regions and beyond.

The proposed dissemination strategy is based on the identified target groups, which have different features and need different dissemination approaches. It includes an inventory of target groups, available dissemination channels and tools and procedures to meet the dissemination goals of the project.

## 1.2. Document structure

The current document is comprised of three main chapters: Dissemination Strategy, Dissemination Channels, and Dissemination Tools and procedures.

Other documents that integrate the dissemination plan are:

- *Protocols*. Document that summarizes how to proceed when carrying out concrete dissemination activities.
- *Templates*. Set of documents that all partners must use to ensure coordination in the dissemination activities.
- *Monitoring and evaluating dissemination efforts (Annex 1)*. Document that establish the set of indicators that will be measured by project participants in order to evaluate project dissemination and the valorisation of its results



## 2. Dissemination Strategy

### 2.1. Target groups

WE@EU dissemination policy will be target-oriented, focusing on reaching a wide range and typology of stakeholders at regional, national and European level. WE@EU has initially identified the following target groups (see Table 1 below). Each one of them plays a different role in fostering the exchange of experiences and knowledge in the subject of water management. They are three levels of target groups that we will take into account for this project.

- a) **First level.** Target groups 1-3. Consortium partners and their respective members as well as the advisory board;
- b) **Second level.** Target groups 4-9. External actors that might influence project impact in terms of knowledge valorization –JAP implementation and funding allocation.
- c) **Third level.** Target groups 10-11. Other external actors that might support dissemination efforts and can contribute to the creation of a water efficiency culture.

*Table 1 – Target Group*

1. WE@EU Partners
2. Participating WE@EU clusters and its members
3. Advisory Board
4. Water-related Clusters and European cluster initiatives
5. R&D community
6. Policy makers at European, national and regional levels
7. Business Sector
8. NGOs and professional Associations
9. Financial Entities
10. Trade Press
11. General public

A directory (contact database) relevant for dissemination purposes is to be created by all partners, and updated during the project lifetime. This directory must include relevant information of the target groups listed above. See section 4 in relation to tools and procedures.

Full description of target groups for dissemination purposes is included below.



## 2.1.1. WE@EU Partners:

Table 2 – List of WE@EU Partners

Participant no.	Participant organization name	Country
UNIZAR	University of Zaragoza	Spain
EGMA	Campus for Medicine and Research in Galilee Association	Israel
MIGAL	MIGAL Galilee Research Institute Ltd.	Israel
PARAGON	Paragon Limited	Malta
PELEG-HAGALIL	Peleg -HaGalil	Israel
EA ECOENTREPRISES	Ea eco-entreprises	France
OP	Opportunity Peterborough	UK
ZINNAE	Asoc. cluster urbano para el uso eficiente del agua	Spain
ARU	Anglia Rusking University	UK

## 2.1.2. Participating WE@EU Clusters and its members

R&D&I centres, business entities, regional authorities/policy makers and other relevant stakeholders from five clusters and regions in Europe are naturally targeted through WE@EU dissemination strategy.

A research-driven cluster must be composed of:

- Legal entities conducting research (universities, research organizations and research for profit bodies). The WE@EU consortium includes directly 24 world-class academic research institutions (15 Universities and 9 Research Centers) some of which are devoted to water research as described under “Regional State of Play” and “Presentation of Clusters”. Strong cooperative connections of WE@EU stakeholders with other academic research institutions not directly devoted to water research may enable to build on further collaboration in the frame of clean eco-innovative technologies.
- Business entities (large enterprises and SMEs).
- Regional/local authorities (local and regional government, regional development agencies).
- Other social stakeholders (NGOs, chambers of crafts, commerce and industry....)

Table 3 shows the components of each of the 5 cluster, members of the WE@EU project.





Table 3: Members of the participating cluster

CLUSTERS	ZINNAE	GALILEE WATER CLUSTER	MALTESE CLUSTER	EA ECOENTREPRISES	ENVIROCLUSTER
R&D& ENTITIES	<ul style="list-style-type: none"> <li>* University of Zaragoza</li> <li>* CIRCE - Research centre for energy resources and consumption</li> <li>* EUPLA - Technical Engineering College</li> </ul>	<ul style="list-style-type: none"> <li>* MIGAL – Galilee Technology Center</li> <li>* Tei-Hai Academic College</li> <li>* MEYTAV Technological Incubator</li> </ul>	<ul style="list-style-type: none"> <li>* Institute for Tourism Travel and Culture</li> <li>University of Malta</li> <li>* Malta Council for Science and Technology</li> </ul>	<ul style="list-style-type: none"> <li>* University of Avignon</li> <li>* University of Nice</li> <li>* University of Aix-Marseille</li> <li>* University of Toulon</li> <li>* LM2P2 (Mechanic, Modeling and Green processes Laboratory)</li> <li>* And 8 more</li> </ul>	<ul style="list-style-type: none"> <li>* Anglia Ruskin University (Global Sustainability Institute)</li> <li>* Cranfield University's Centre for Water Science</li> <li>* Cambridge Coastal Research Unit</li> <li>* Cambridge University Department of Materials Science &amp; Metallurgy</li> <li>* Cambridge University Institute for Manufacturing's, Sustainable Manufacturing Group</li> <li>* Cambridge University School of Technology – Chemical Engineering and Biotechnology</li> <li>* The Open University</li> <li>* University of East Anglia – Water Security Research Centre</li> <li>* University of Essex</li> <li>* University of Hertfordshire – Agriculture and Environment Research Unit (material flows and balancing used in water and waste efficiency assessments)</li> </ul>
PUBLIC AUTHORITIES	<ul style="list-style-type: none"> <li>* Zaragoza City Council</li> <li>* CHE - Ebro River Basin Authority</li> <li>* Aragón Exterior – Departamento de Economía y Empleo del Gobierno de Aragón</li> </ul>	<ul style="list-style-type: none"> <li>* GMA - Campus for Medicine and Research in Galilee Association</li> <li>* Mekorot - Water Authority in the Galilee</li> </ul>	<ul style="list-style-type: none"> <li>* Local Councils Association</li> <li>* Malta Resources Authority</li> <li>* Water Services Corporation</li> </ul>	<ul style="list-style-type: none"> <li>* Region PACA</li> <li>* Aix en Provence Urban Community</li> <li>* Greater Marseille Metropole (MPM)</li> <li>* Greater Nice</li> <li>* Regional Council (13, 84, 83, 06)</li> <li>* Var Urban Community</li> <li>* Greater Avignon</li> <li>* Investment promotion agencies</li> </ul>	<ul style="list-style-type: none"> <li>* Peterborough City Council</li> <li>* Opportunity Peterborough</li> <li>* Cambridge City Council</li> <li>* Cambridge-shire County Council</li> <li>* Environment Agency</li> </ul>
BUSINESS ENTITIES	<ul style="list-style-type: none"> <li>* Alfredo Sanjuan, S.A.</li> <li>* Aquagost, S.A.</li> <li>* Aqualla</li> <li>* Alphasip</li> <li>* Brial</li> <li>* And 10 more</li> </ul>	<ul style="list-style-type: none"> <li>* Peleg HaGalil</li> <li>* Mekorot;</li> <li>* A rad</li> <li>* Bermad</li> <li>* Milgarn</li> <li>* And 15 more</li> </ul>	<ul style="list-style-type: none"> <li>* Paragon Europe</li> <li>* Farsons</li> <li>* General Soft Drinks</li> <li>* NIBE beverages Company</li> <li>* H2Only</li> <li>* A&amp;J Desira Water-Bowser Transport</li> <li>* Altern</li> </ul>	<ul style="list-style-type: none"> <li>* 2J-MEDIA</li> <li>* ACADD</li> <li>* ADONIS ECO</li> <li>* CONSEIL</li> <li>* AIXFOR</li> <li>* ALTER ACTIVE</li> <li>* ALTEREO</li> <li>* And 140 more</li> </ul>	<ul style="list-style-type: none"> <li>* ABC Stainless Ltd</li> <li>* Acquaid Franchising Ltd</li> <li>* ADC (East Anglia) Ltd</li> <li>* Anglian Water</li> <li>* Aquavent UK Ltd</li> <li>* Ashland Services Limited (Water Technologies)</li> <li>* Ashwell Exploration Core &amp; Well Driller</li> <li>* And 350 more</li> </ul>
OTHER ACTORS	<ul style="list-style-type: none"> <li>* Valdespanera Ecocity</li> <li>* SMAGUA – Zaragoza's Fair</li> <li>* ECODES Foundation</li> </ul>	<ul style="list-style-type: none"> <li>* The Galilee Development Authority (GDA)</li> <li>* NEWTech – Investment Promotion center, Foreign Trade Administration</li> <li>* The Israeli Export &amp; International Cooperation Institute, Water &amp; Environment</li> </ul>	<ul style="list-style-type: none"> <li>* Water Management Association</li> <li>* Malta Hotels and Restaurants Association</li> <li>* Malta Council for Science and Technology</li> </ul>	<ul style="list-style-type: none"> <li>* International sea water cluster PACA</li> <li>* Risk Management cluster</li> <li>* TRIMATEC safety and security environment</li> <li>* Cap'energies (Energy cluster)</li> <li>* Optitec (Optic cluster)</li> <li>* Environmental technopole - Arbois</li> <li>* Batiment Durable Méditerranéen (Green building cluster)</li> <li>* Envirobat</li> <li>* PACA Innovation</li> </ul>	<ul style="list-style-type: none"> <li>* Envirocluster</li> <li>* Water Innovation Network</li> <li>* Cambridge Cleantech</li> <li>* The Enterprise Partnership</li> <li>* INNOWATER</li> <li>* ERIN (Eastern Region Infrastructure Network)</li> <li>* Cambridge Network</li> <li>* EEGR</li> <li>* EESTA</li> <li>* North Level Internal Drainage Board</li> </ul>



### 2.1.3. Advisory Board

The AB will be composed by experts external to the project but that will contribute with their knowledge to the achievement of the project objectives. The AB will incorporate experts from the following entities:

*Table 4 – List of Advisory Board*

Name	Position
Mrs. Mary Ann Dickinson	President and CEO of the Alliance for Water Efficiency (AWE)
Mr. Pieter de Jong	Wetsus. FINNOWATER Action Group. Water Working group of ERRIN
Mr. Richard Elelman	Fundació CTM Centre Tecnològic. City Blueprint Action Group.
Mr. Durk Krol	European Water Technology Platform (WssTP)
Mrs. Antonia María Lorenzo	Bioazul S.L. Sustainable Water Treatment and Nutrient Reuse Options Project (FP7 – Regions – 2012-2013-1)
Mr. Neveu	International Office of Water
Dr. Sabine Schmidt	Solar Valley GmbH. Solarrok project (FP7 – Regions – 2012-2013-1)
Prof. Dr. Cornelis Johannes (Kees) van Leeuwen	Chair Water Management and Urban Development KWR Watercycle Research Institute- Coordinator of CITY BLUEPRINT

In addition, there are other entities directly related with the evaluation of this project and cannot be considered as member of the AB in the current project state. If this project is accepted the consortium will contact with them in order to be included in the AB.

### 2.1.4. Water related Clusters and European Cluster Initiatives

Other water related clusters from other regions in Europe and beyond, that are involved in water related working groups or are members of European Technology platforms. Cluster initiatives such as the European Cluster Alliance and the European Innovation Platform for Clusters aim at the improvement of cluster policy within Europe to ensure efficiency in cluster management and act as platforms for dissemination of project results. WE@EU dissemination activities will target both groups.

### 2.1.5. R&D Community

The WE@EU Consortium includes directly 24 research institutions (15 universities and 9 Research Centers) some of which are devoted to water research. Further collaboration with other academic research institutions and experts devoted to water or under the frame of clean eco-innovative technologies and smart cities shall be included as a target group.



#### 2.1.6. Policy makers at European, national and regional level

Policy makers at European, National and Regional Levels are considered as a key target group and WE@EU should generate adequate outputs for them, towards the development and implementation of measures in water efficiency in cities in Europe, in the participating regions and beyond.

WE@EU dissemination activities will target policy makers at the regional, national and European level from public administrations directly related to water, environmental, urban planning and infrastructure when appropriate. All members shall contribute in the identification of European policy making bodies that are strategic to reach a broader impact at the European Dimension.

#### 2.1.7. Business

Business community, particularly SMEs, is a key target group for WE@EU dissemination activities as new partnerships, alliances and project collaborations should be identified among members of the consortium, cluster members and other business entities along the project lifetime and beyond. Also, business community demand innovative products and services that must be considered during project lifetime and might be answered by the project results.

#### 2.1.8. NGOs and professional associations

NGO's devoted to water saving and conservation, and professional associations are stakeholders included in this group. Both participate in the urban water cycle as they also boost water efficiency and savings, and they shall provide information and knowledge to the WE@EU network and contribute in the dissemination of the project results.

#### 2.1.9. Financial entities

Financing innovation is a limiting factor to bring new products and services to the market. Thus financial entities and investors are key elements to take into account in the dissemination activities.

#### 2.1.10. Trade press

Specialized water publications and industry magazines. Each partner includes contact at regional and national level, and all partners will contribute to complete the directory at European and international level.

#### 2.1.11 General public



Changing water culture is a major challenge considered by WE@EU project and thus dissemination activities must also target civil society as their consumption habits represent an important factor when it comes to promote a water-efficient culture.

## 2.2 Dissemination objectives

WE@EU aims at optimize the impact of the actions carried out within and among the participating regions, in the WE@EU consortium. The specific dissemination objectives can be summarized as follows:

- To foster transnational cooperation between regional research-driven clusters in urban water efficiency
- To ensure that the suppliers of research and innovation are more easily able to communicate the value of their products and services to the industry and regional authorities.
- To increase the integration of SMEs in research driven initiatives facilitating knowledge sharing and business model awareness raising.
- To provide a specific platform to facilitate and stimulate the dialogue for the development of skills and knowledge
- To create a framework that will stimulate industry to join the network and share knowledge, thus increasing the (European) added value of the water platform
- To guarantee collaboration and involvement in European cluster initiatives and Water European initiatives
- To establish and reinforce relationships with decision makers
- To ensure that the relevant European Union institutions and regional authorities that are in a position to allocate funds to programs or to projects are aware of and give some priority to research applied to the sectors which this project focuses on.
- To enhance awareness of the importance of the efficient use of water
- To increase visibility and ensure sustainability of the JAP actions
- To validate newly generated knowledge and translate excellent research and ideas into practice, resulting in innovation that can be applied in the market.



Table 5 - Dissemination objectives vs. target groups

Dissemination objectives	Target groups
To foster transnational cooperation between regional research-driven clusters in urban water efficiency	WE@EU Partners, WE@EU Clusters and its members
To ensure that the suppliers of research and innovation are more easily able to communicate the value of their products and services to the industry and regional authorities.	WE@EU Partners, WE@EU Clusters and its members
To increase the integration of SMEs in research driven initiatives facilitating knowledge sharing and business model awareness raising.	WE@EU Partners, WE@EU Clusters and its members
To provide a specific platform to facilitate and stimulate the dialogue for the development of skills and knowledge	WE@EU Partners, WE@EU Clusters and its members
To create a framework that will stimulate industry to join the network and share knowledge, thus increasing the (European) added value of the water platform	WE@EU Partners, WE@EU Clusters and its members Advisory Board
To guarantee collaboration and involvement in European cluster initiatives and Water European initiatives	Water related clusters and European Cluster Initiatives Advisory board
To establish and reinforce relationships with decision makers	Policy makers at European, national and regional levels
To ensure that the relevant European Union institutions and regional authorities that are in a position to allocate funds to programs or to projects are aware of and give some priority to research applied to the sectors which this project focuses on.	Policy makers at European, national and regional levels
To enhance awareness of the importance of the efficient use of water	General Public
To increase visibility and ensure sustainability of the JAP actions	All
To validate newly generated knowledge and translate excellent research and ideas into practice, resulting in innovation that can be applied in the market.	All
To create and raise awareness and knowledge within and beyond the clusters involved, of the project and JAP.	All



## 2.3. Messages

Regarding the project's messages, the following basic principles must be adhered to in all cases:

- To avoid information overload: send few messages on different occasions
- To follow concrete objectives (2.3 and focused on the audience the messages are communicated to)
- To set a timetable for sending messages.
- To adapt to each target groups.

The message we want to communicate should be expressed in no more than a short sentence and it should be adoptable in different communication tools so that people recognize and remember WE@EU. During the projects communication and dissemination actions, and in order to communicate the project to a specific target group, the key message should be regularly checked by the partners.

## 2.4 Project milestones

The dissemination strategy must take into account the project milestones that will involve a dissemination effort using the appropriate dissemination channels lead by WP7 Leader:

1. Presentation multi-language project dossier and website
2. Presentation of the research agenda for each region including cluster policies and initiatives at regional, national and European level.
3. Presentation of a report on Regional Comparative Analysis (including on-line map)
4. Presentation of the WE@EU Joint Action Plan including financial support schemes
5. Presentation of the report on the activities developed for the on-line management of the Action Plan
6. Presentation of reports on International dialogue events and on-line global maps of contacts
7. Presentation of mentoring activities conclusions
8. Presentation of Project continuation plan



Table 6 – Project Milestones Calendar for dissemination purposes

Date	Result	Objective	Target group
January 2014	Multilanguage project dossier and website	To have an online tool to present actions and results of the WE@EU project	All
July 2014	Research agenda for each region	To foster transnational cooperation between regional research-driven clusters in the area of water efficiency;  To increase the collaboration between industry and research centres; and To establish and reinforce relationships with decision makers;  To validate newly generated knowledge and translate excellent research and ideas into practice, resulting in innovation that can be applied in the market.	WE@EU Clusters, R&D and Business Entities, Policy makers at European, national and regional levels
October 2014	Report on Regional Comparative Analysis-online map		All
December 2014	Joint Action Plan	To create and raise awareness and knowledge within and beyond the clusters involved, of the project and JAP.  To provide a specific platform to facilitate and stimulate the dialogue for the development of skills and knowledge.  To ensure that the relevant European Union institutions and regional authorities that are in a position to allocate funds to programs or to projects are aware of and give some priority to research applied to the sectors which this project focuses on.  To increase visibility and ensure sustainability of the actions	WE@EU Clusters, R&D, Business Entities, Policy makers at European, national and regional levels, Financial entities, Advisory board.
July 2016	Activities developed for the on-line dynamization of the Action Plan		WE@EU Clusters, R&D and Business Entities, Policy makers at European, national and regional levels, Financial entities, Advisory board, Mass media.
July 2016	International dialogue and on-line global maps of contacts	To create a framework that will stimulate industry to join the network and share knowledge, thus increasing the (European) added value of the water platform.  To foster transnational cooperation between regional research-driven clusters in the area of water efficiency.	WE@EU Clusters, R&D and Business Entities, Policy makers at European, national and regional levels, Financial entities, Advisory board, Mass media.
July 2015	Mentoring activities conclusions	To foster transnational cooperation between regional research-driven clusters in the area of water efficiency.  To align with regional strategic plans	WE@EU Clusters, R&D and Business Entities, Policy makers at European, national and regional levels, Financial entities, Advisory board,



June 2016	Final WE@EU high level dissemination event and presentation project continuation plan	<p>To provide a specific platform to facilitate and stimulate the dialogue for the development of skills and knowledge.</p> <p>To set up public support for innovation and research in the sector, produced by an enhanced awareness in the regional, national, and European media of the importance of the sector from a socio-economic standpoint, and of the existence and work of WE@EU.</p> <p>To enhance awareness of the importance of the efficient use of water</p>	All
-----------	---	--	-----

## 2.5 Responsibilities

The successful implementation of the dissemination plan requires the active involvement of every project partner. **Every partner should consider the dissemination tasks as a core part of its involvement in the project.** Not only WP7 Leader should perform dissemination activities.

### **The WP7 Leader is responsible for:**

1. Taking over the coordination of all dissemination activities.
2. Every six months reviewing and updating the dissemination plan and informing every partner and third party about modifications.
3. Managing the common dissemination tools (e.g. website, LinkedIn group, Directory).
4. Asking for information when required to carry out general communication activities (website content, newsletter).
5. Carrying out the dissemination activities in its own region, just like every another partner in the project
6. Establish protocols
7. Facilitate dissemination to other partners

### **Every project partner is responsible for:**

- 1) **Dissemination plan and dissemination activities at the regional level.**
  - ✓ Meeting the deadlines and procedures
  - ✓ Report results of dissemination activities (Press releases, workshops, other water related events attendance) following project templates
  - ✓ Proposing new dissemination activities and/or tools to improve the dissemination plan.
  - ✓ Carrying out the general dissemination activities in its region.
- 2) **Website**
  - ✓ Providing the WP7 Leader with the required information to be included on **the website.**
- 3) **Intranet.**
  - ✓ **Provide contacts at the European level to the project's Directory.** Add at least 15 contacts per partner per year to upload to the intranet
  - ✓ Informing the consortium partners about relevant **events concerning the water sector**, even when outside the project, and publish them on the intranet.





- 4) **Workshops:**
  - ✓ Organizing at least **one project workshop** on its region following Workshop calendar, together with WE@EU Regional partners.
  - ✓ Attending all **project workshops**.
- 5) **Newsletters:**
  - ✓ Contribute with contents to at least two newsletters over the lifetime of the project.
  - ✓ Informing the consortium partners about relevant **events concerning the water sector at the European and regional level**, even when outside the project, to be included on the Project newsletter.
- 6) **Other water related events**
  - ✓ Informing the consortium partners about relevant **events concerning the water sector at the European and regional level**, even when outside the project, and publish them on the intranet.
  - ✓ Attending at least **three European water related events** over the lifetime of the project and report the main conclusions and contacts.
- 7) **Social media**
  - ✓ **Be active on the social media:** as member of the LinkedIn network, participating actively in the project group
  - ✓ Tweet once a week with hashtag #WEatEU
- 8) **Press Releases and magazines**
  - ✓ Create at least 2 press releases **over the lifetime of the project, individually or together with regional partners of the project.**
  - ✓ **Publish at least 1 no-scientific** publications over the lifetime of the project

## 2.6 Official EC dissemination rules

All WE@EU dissemination elements and activities should follow the dissemination rules established by the EC.

In this way, promotional material and publicity (dossier, poster, presentation, etc), must specify that the project has received research funding from the European Union and display the European emblem.



This project is funded by the  
European Union  
Seventh Framework Programme

EU emblems en 7FP logo in high resolution can be found here:

<http://europa.eu/about-eu/basic-information/symbols/flag/>

[http://ec.europa.eu/research/fp7/index\\_en.cfm?pg=logos](http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos)

Besides, all publications shall include the following statement (from GA art. II.30.4): **"The research leading to these results has received funding from the European Union Seventh Framework Programme ([FP7/2007-2013] [FP7/2007-2011]) under grant agreement n° [320007] (Project WE@EU)".** This information is already included in the templates.

New EC regulations regarding dissemination issues will be incorporated when published.





## 3. Dissemination Channels

The dissemination channels are selected under criteria of effectiveness, to reach the target group and to regularly adapt the information, and efficiency in resources. For this reason, online channels are very important. In addition, non electronic channels will support the development of a strong network and build trust. If new useful dissemination channels are identified during the project, they will be added to, and properly documented in this document.

### 3.1 Online channel

Internet is the most important channel for disseminating the Project information. It allows many target groups to be reached at the same time. The key features of this channel are:

- 1) Dissemination is done continuously. Once the information displayed on this channel is identified as interesting by users (e.g. website, LinkedIn group, twitter), it is always available for them.
- 2) Dissemination is done asynchronously: stakeholders access the information at the moment they either want or need it.
- 3) This is an active channel, since the user must be interested in accessing the information in an active way.
- 4) Efficient in resources

### 3.2 Non-electronic channel

This channel is based in the physical contact between different stakeholders and target groups, through individual meetings and participation in events, allowing more personal and stronger links to be established. This kind of relationship is mandatory for influencing some key target groups like policy makers or regional authorities.

Each member has to register these meetings and presentations in the agenda of WE@EU. WP7 leader must be aware of these meetings and communicated to the rest of the members to ensure coordination. It is necessary to fix the calendar and data base for each partners, and to create a map of contacts to avoid lack of coordination in action with people and entities out of the consortium.

### 3.3 Mass media

Media allows the general public to be reached, so that it is a powerful means of creating awareness of the existence of WE@EU. In this way, this channel may be used as an entry point for many people looking for more and specific information through other channels.





## 4. Tools and procedures

WE@EU dissemination tools and procedures that are used to develop the dissemination strategy and meet the project's dissemination objectives are described below.

All dissemination material must follow the European Commission dissemination rules as established in the "Regions of Knowledge" program. As mentioned above with reference to dissemination channels, if new useful dissemination tools are identified during the project, they will be added to and properly documented in this document. It is the WP7 Leader's responsibility to keep this document up to date. WE@EU dissemination tools are classified in the following groups listed in the table below:

*Table 7. Dissemination Tools*

Project Identity	Corporate basic tools	Internet tools	Events and promotional activities	Publications
Logo		Web	Project Events	Newsletter
Acronym		Intranet	Other conferences, seminars and workshops	Press
Templates		Other Websites		Magazines
Presentations		EIP Market Place		
Posters		Social Networks: Linked In, Twitter	European Networks	
Dossier/brochure		Mailing Group		

### 4.1 Project Corporate Identity

#### 4.1.1. LOGO

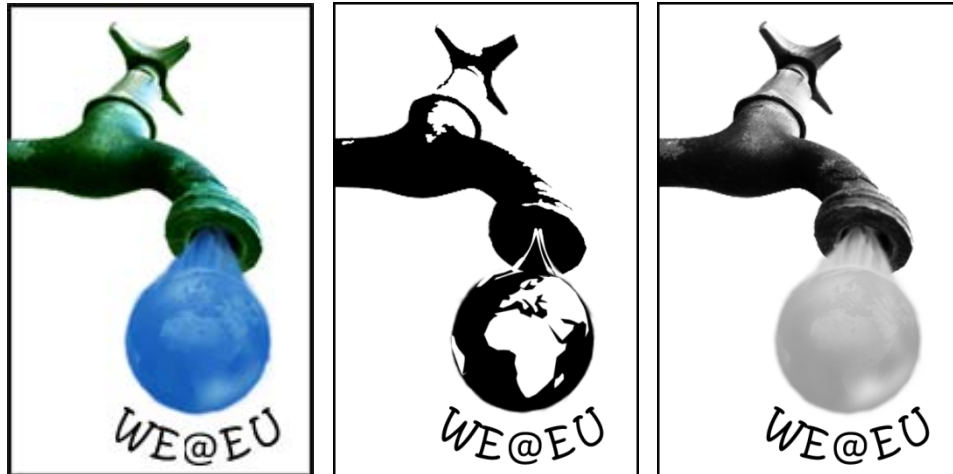
A WE@EU logo has been created for the project. It is the project's emblem and tries to visually sum up the main subject of the project.

The consortium has followed the following steps for the selection of the WE@EU logo:

1. Initial creation of multiple alternative logos and colour variations. These alternatives were presented at the project's kick-off meeting and sent by e-mail.
2. The partners selected one of the proposed logos.
3. The selected logo was refined and presented once again in different colours to the consortium members.
4. The voting for the preferred logo was conducted by e-mail.

The selected logo is available for consortium members in a number of sizes and resolutions so that it may be used in all promotional materials and official project documentation. All dissemination material must display the project logo, as well as the VII FP and the EC logos, on the first page. Project dissemination templates are already compliant with this requirement.





#### 4.1.2. ACRONYM AND TITLE

##### WE@EU: WATER EFFICIENCY IN EUROPEAN URBAN AREAS

This is the acronym and title of the project. With this acronym and title you can identify the group so all documents and dissemination tools must use them.

In the United Kingdom project partners will use UrbanDrop as project brand, but the rest of the dissemination tools are the same.

#### 4.1.3. PROJECT TEMPLATES

A “corporate design” has been defined and must be implemented in all media and material used to disseminate the project’s results and activities. The core of this “corporate design” is a set of templates, not only for public or external documents but also for internal ones. The templates defined so far are presented in Table 8. New templates will be created during the project when needed.

*Table 8 - List of templates for internal and external documents, and reporting dissemination results*

	TEMPLATE NAME	DESCRIPTION
Corporate identity for internal/external documents	WE@EU-agenda	Template for meetings' agenda
	WE@EU-deliverable	General template for deliverables
	WE@EU-minutes	Template for meeting's minutes
	WE@EU-newsletter	Template for dissemination newsletter.
	WE@EU-presentation	Template for project presentations (power point format) and individual slide to include in other presentations



	WE@EU-Press-Release	Template for Press Release
Templates for reporting dissemination results	WE@EU-Press_Release_Report	Information to be sent to WP7 for reporting the results of Press releases
	WE@EU-before_workshop_Report	Information to be sent to WP7 Leader before an event is held
	WE@EU-after_workshop_Report	Information to be sent to WP7 Leader after an event is held
	WE@EU-event_Report	Information to be sent to WP7 Leader after the participation of a member of WE@EU in a water-related event

Every template will indicate the dissemination level (see Table 9) defined for the concerned document. As a general rule, all dissemination materials are public (PU) by default.

Table 9 - Dissemination levels

Confidentiality acronym	Description
PU	Not restrictions at all
PP	Restricted to other programme participants (including the Commission Services).
RE	Restricted to a group specified by the consortium (including the Commission Services).
CO	Confidential, only for members of the consortium (including the Commission Services).

Project digital files will be stored in the intranet by partners, each document on its respective Work Package. Project Coordinator will be in charge of storing backups to ensure project documentation is properly preserved. (See intranet section).

Project outcomes will be public through WE@EU website in appropriate sections to allow other stakeholders to access and/or download them.

#### 4.1.4. PROJECT PRESENTATIONS

The project presentation is the main instrument for communicating the goals, activities and value of the project at public events, such as workshops with interested parties, but also at personal meetings with stakeholders. The initial project presentation is based on the WE@EU presentation template (WE@EU-presentation-template) and gathers the main information on the project:

- Scope of the project: what is being done; what is going to be done; why and how all these activities are going to be done
- Partners and participating third parties
- Time plan
- Contact information

New presentations done within the framework of the project will expand the initial presentation with specific information as needed. WP7 Leader is in charge of preparing an English presentation and project partners must translate it into their own languages.



#### 4.1.5. PROJECT POSTERS

The design of project posters is another important instrument for marketing purposes and therefore it must follow the “corporate design” pattern (logo, images, colours, fonts).

A project poster should be a large mobile picture to be rolled out and stood up. Its purpose is to capture attention and advertise the project. Its basic content must be:

- 5) Acronym and title of the project
- 6) Logo
- 7) Logos of the consortium partners and participating third parties

During the project, new posters may be designed for specific events or purposes. WP7 leader will be in charge of preparing a project poster in English and each partner will be in charge of printing and/or translating it into other languages.

#### 4.1.6 MULTI LANGUAGE PROJECT DOSSIER

The multi language project dossier or brochure is an illustrated short document presenting the specific project objectives and expected outcomes, stating its aims for the creation of an open European platform of excellence in the area of efficient use of water and, most importantly, the need to collaborate and exchange experiences so as to increase sustainability and competitiveness.

The project brochure should follow the corporate design. As a dissemination tool, it should be at least written in English. Every partner must take care of translation and printing of dissemination material in local languages.

The basic project brochure should have the following information:

- 1) Acronym, name and website of the project
- 2) Logo of the project
- 3) Logos EC
- 4) Description and logo of the consortium partners and participating third parties
- 5) Executive summary of the project
- 6) Strategic and operational objectives
- 7) Contact information
- 8) QR Code: The image of the QR Code will help to redirect users to the information always updated on the website. In this way, there will be a single prospectus for the duration of the project, without having to be updated it.

## 4.2 Internet Tools

### 4.2.1. WEB

A website will be launched during the first six months of the project following WE@EU timetable. The website will be considered as a major channel for the distribution of information on the project, both among the WE@EU partners and publicly. The website will contain several sections, focused on consortium and project information:

- Home





- News
- Partners
- Upcoming Events
- Language Selection
- Intranet

The website will display its connection to professional and social networks (Linked In and Twitter).

The website tools and content will be provided by the leader of this WP7 in but also by the rest of the WP leaders in relation with the activities they are envisage to undertake to keep the section “Upcoming Events” up to date.

#### 4.2.2. INTRANET

A Member Area for partners will be enabled as a common working space for the project partners. It will contain a project management tool with the following elements:

- Dashboard
- Discussion Area
- Calendar
- Members
- Work Packages
- Innovation Data
- Mail All

The intranet allows each partner to upload project documents and deliverables linked to the respective Work Package.

The intranet hosts a **directory or contact database**. This information will be used to send the project information via e-mail (events, newsletters) by WP7 Leader. It is desirable that every contact done during the project lifetime is stored in this data base to avoid double contacts as far as possible, especially at the European and International level. Thus, this information must be uploaded by all partners in the project intranet. Other than the contact database, all partners must support the dissemination of the project activities and results with their own database and contacts, especially at the regional and national level.

See specific protocol for intranet use that clarifies with instructions the documents storage.

#### 4.2.3 WE@EU IN OTHER WEBSITES

There are external websites that can support the dissemination objectives. Not only the corporate website of project partners, but also the rest of the WE@EU network (i.e. cluster members). At least each partner must create a specific section in its corporate website with the following information.

- Summary of the project and its objectives
- Partners and third parties, including a regional contact information
- A link to the official web site of the WE@EU project ([www.weateu.eu](http://www.weateu.eu)).



A basic text containing this information will be provided by the WP7 Leader so that displayed information in every region is the same, even if written in different languages. Every partner must take care of translation of dissemination information in local languages.

These external websites are very helpful in increasing the visibility of the project. They are an entry point for stakeholders in different regions.

WE@EU cluster entities will also seek for support among its network to spread WE@EU through their own corporate websites.

#### 4.2.4 EIP WATER MARKET PLACE

The European Innovation Partnership on Water (EIP Water) is a European Commission initiative to boost opportunities for innovation in the water sector. On October 2013 it was launched the EIP Water Online Market place as an online collaboration platform for information exchange, match making and teaming-up of public and private sector experts, organizations and resources.

WP7 is in charge of registering WE@EU project. All partners are invited to register their own projects, events, news, products and services on this platform. Each member should also disseminate project events through this channel when organized at their own region.

If other platforms are identified by members for online collaboration and exchange of information in the water sector, WP7 leader would be in charge of filling in the information about WE@EU and following the online news at the international level. If this platform is at regional or national level, every partner would be in charge of filling in the information about WE@EU and following its news of interest for the project.

#### 4.2.5. Social Networks. LinkedIn and Twitter

The Project WE@EU will be present in social media through LinkedIn, the world's largest professional network. A LinkedIn group for the project allows members to discover, share and participate in a number of professional conversations regarding their industry and areas of interest.

The WE@EU LinkedIn group is an open group, which means:

- (1) Interested parties will have to request to join the group and be approved of by a manager
- (2) Anyone will be able to see the discussions
- (3) Information could be shared in other social media (Twitter)

The project group will be managed by the WP7 Leader. Initially the group manager will configure the group so that only approved members can contribute, but this and the configuration in general may change during the project's lifetime. Every partner is requested to join LinkedIn and participates actively in the WE@EU group.

WE@EU will also be present in Twitter through specific hashtag **#WEatEU**. All partners are requested to publish **one tweet per week including #WEatEU**. Interesting issues



to share through twitter can be project activities and results, water major challenges reports and information, other partner activities related to water efficiency in urban areas. Tweets in other languages (English, Spanish, French, and Hebrew) are allowed.

#### 4.2.6. WE@EU Mailing Group

A specific mailing group will be created by the project coordinator in order to share information on events, news, relevant information updated on the intranet, etc. All partners can use this mailing group when needed:

[weateu@listas.unizar.es](mailto:weateu@listas.unizar.es)

The Project Coordinator will manage the mailing list and new admissions.



## 4.3 WE@EU events and promotional activities

### 4.3.1. WE@EU events

Organizing WE@EU specific events (Project meetings, Transregional workshops, International Dialogue Events among others) is one of the most important ways of disseminating and communicating the project's aims, achievements and results.

The following events are envisaged in WE@EU proposal:

Table 10. Event code and dissemination profile

Project Task	Event type	Dissemination Profile
1.2	Kick Off meeting Assembly Meetings	Project Partners
2.2	JAP Workshop	Project Partners
3.3	JAP Presentation	Public
4.2	Transregional Workshops	Public
5.2	International Dialogue Event	Public
6.1	Cluster Development Training	Project Partners
6.2	Trade/Institutional/Research missions	Project partners, WE@EU Clusters and its members
6.3	Mentoring Workshop	Project partners, WE@EU Clusters and its members
7.2.2	Final Dissemination Event	Public

Thus, there are foreseen the following types of events:

- (1) Project Meetings. The assembly meetings will be organized at least once a year. It will deal with project management issues. As a general rule, meetings of the WPL, Regional Board and Advisory Board will also take place together with the celebration of the General Assemblies.
- (2) JAP Workshop. A presentation of the Regional Research Agendas and Cross Regional Analysis proposal.
- (3) JAP Presentation. Joint Action Plan Presentation. The JAP aims to establish the legal, administrative and technical instruments as well as the financial framework to support the research and innovation system and its presentation must be specially targeted to policy makers.
- (4) Transregional workshops: Five regional workshops will be organized during the WE@EU project lifetime (one per region). Workshops will be focused on dissemination, discussion and showcasing of the project results among the participating clusters, although it can be opened to non WE@EU stakeholders.
- (5) International dialogue events: Two international dialogue events on water efficiency emerging technologies and policies will be organized. Also practical examples of how leaders in other countries are responding to the problem of water management in their urban areas will be discussed. It will take place in UK and in Brussels.
- (6) Mentoring Activities. A cluster Development training and a mentoring workshop is envisaged in WP6 in order to support Malta and its research and technology transfer capabilities as well as their political framework in water efficiency in urban areas.
- (7) Trade/Intitutional/Research missions: This activities are part of WP6 and will be integrated in the project workshops as shown in the table below. Representatives of triple helix of Malta will be participating in most of the



project workshops/meetings so specific activities will be scheduled on the agenda.

- (8) Final dissemination event: A major dissemination event will be organized. The event will provide the opportunity to present to a broad community the project results and actions to be initiated through the Joint Action Plan. It will take place in Zaragoza.

According to this information, a tentative workshop calendar has been approved by WE@EU members.

Table 11. Workshop Calendar

Workshop	Work Package	Tasks	Venue	Month
A.	WP1	1.2	Spain	0
B.	WP4, WP6	4.2, 6.1, 6.3	Malta	21
C.	WP1, WP2, WP3, WP4, WP6	1.2, 2.2, 3.1, 4.2, 6.2	France	12
D.	WP3, WP4, WP6	3.1, 4.2, 6.2	Spain	18
E.	WP1, WP4, WP5, WP6	1.2, 4.2, 5.2, 6.2	UK	24
F.	WP3, WP4, WP6	3.2, 4.2, 6.2	Israel	30
G.	WP3	3.3	5 regions	24-36
H.	WP5	5.2	Brussels	33
I.	WP1, WP7	1.2, 7.2.2	Spain	36

Before each event takes place the organizer of the event should provide the WP7 Leader with *WE@EU-Before\_Workshop\_Report*, containing the following information:

- A summary of the event (including event name, dates, place and objectives)
- The agenda
- The expected profile of attendees

All the information should be sent to the WP7 Leader in English at least four weeks before the event.

After each event the organizer of the event should provide WP7 Leader with *WE@EU-after\_Workshop\_Report*, containing the following information:

- Report of the main conclusions of the event.
- Number of Participants
- Presentations
- Information provided concerning WE@EU dissemination material

All the information must be uploaded on the intranet following Intranet Protocol.

The organizer of the event should support the dissemination activities through their own database at the regional/national and international level.



#### 4.3.2 Other conferences, seminars and workshops

At least **three European events, targeted particularly to SMEs and R&D&I performers, will be attended by WE@EU partners as foreseen in WE@EU proposal** (Task 7.2.2). Besides dissemination purposes, these events represent a great opportunity for exchanging ideas and accessing to the European sector/market and while gaining visibility. Events that might be taken into consideration for dissemination purposes are: *SMAGUA. The bi-annual International Water Exhibition that is celebrated in the Zaragoza Exhibition Center, European Water Conference, Water Supply and Sanitation Technology Platform Stakeholder Event, Aquatech Amsterdam, EUREKA ACQUEA Brokerage Events, World Water Week Stockholm, World Congress on Water, Climate and Energy. International Water Association, World Water Forum and WATECH Israel.* The participation in concrete events will be decided during the course of the project according to the interests of the WE@EU consortium as a whole in the General Assembly meetings, trying to avoid clashes as far as possible **WE@EU partners must report results of their attendance following the project template *WE@EU-event\_Report*.**

**Participating in other conferences, seminars and workshops is intended to communicate the project's results** as it contributes to raise interest in the project's objectives and widen the potential groups of stakeholders interested in the project. Presentation of articles and posters at journals and conferences might be also desirable in order to spread out WE@EU results.

Each partner (including third parties) should inform all partners about strategic or interesting events taking place during the project lifetime. In this way an **agenda of events outside the WE@EU project will be displayed on the project's website.** The attendance, participation or organization of other events should also be reported using the project template after the event has taken place (*WE@EU-event\_Report*).

Following the attendance of project partners to other strategic events through the template *WE@EU-event\_Report* must ensure the transparency and a better communication among all project partners, specially the potential contacts and inputs that result from the event participation through the item "Feedback on WE@EU".

#### 4.3.3. European Networks

WE@EU consortium believes that a more effective impact from the project calls for collaborating closely with appropriate and recognized European bodies. The main connections of the WE@EU partners with relevant European networks are listed below.

These networks are recognized as key target group and project partners must carry on regular contact with them. A contact database will be created and updated so WE@EU partners can share general contacts for dissemination purposes. (See Directory in Intranet tool 4.2.2).



Table 12– Relevant European Networks list

Target Groups	European Networks	WE@EU interlinked institutions) involved in projects/initiatives	regions represented	(and regional or
Policy Makers	PRO-INNO Europe	Aragon, PACA, East of England		
	ERRIN-European Regions Policy Makers for Research and Innovation	Aragon, PACA		
	EURADA–The European Association of Development Agencies	Aragon		
Business Sector	EEN - European Enterprise Network	Aragon, PACA, East of England, Malta.		
	EBN-European Business & Innovation Centre Network	Aragon, PACA, East of England		
Business Sector	<b>Europe INNOVA</b>			
	European Innovation Platform for knowledge intensive services (KIS-IP)	PACA, East of England		
	<b>Eco-Innovation Observatory</b>			
	European Innovation Platform for Eco-Innovation	Aragon, PACA, East of England		
	<b>European Clusters Initiatives</b>			
	European Cluster Alliance	Aragon, PACA		
	European Innovation Platform for clusters (Clusters-IP)	East of England		
	European Clusters Observatory			
	European Strategic Cluster Partnership – Energy in Water	East of England		
	European Cluster Excellence Initiative			
	EUREKA Cluster ACQUEA	Aragon, PACA		
	<b>European Technology Platforms (ETPs)</b>			
	WATECH Exhibition and conference	Galilee		
	WssTP – European Water supply and sanitation Technology Platform	Aragon, PACA, East of England		
	<b>SUSCHEM - European Technology Platform for Sustainable chemistry</b>	Aragon		
	European Business Angels Network (EBAN)			
European Networks of Living Labs	Aragon, PACA, East of England			
Academic Sector	European Water Partnership	East of England		
	Academic Sector European Water Association			
	Alliance for Water Efficiency (US)	Aragon		
Other Actors	UN Office for the International Decade for Action “Water for Life”	Aragón		



## 4.4 Publications

### 4.4.1. Newsletter

Several newsletters, will be sent by e-mail to WE@EU partners, WE@EU clusters and their members and WE@EU project database, informing them of the intermediate and end results of WE@EU. *WE@EU-Newsletter* template will be used for this purpose and the WP7 Leader is in charge of this dissemination tool, and editing and collecting the content that the project partners should provide.

Newsletter will be publicly available through the project's website.

**Each partner should provide information for at least two newsletters following WP7 indications.**

The newsletters will be published **every 4 months**.

### 4.4.2. Press

Press releases are intended to communicate the project's progress or announce important achievements. All project members are expected to contribute to the dissemination of project results through appropriate press releases in their respective countries throughout the Project lifetime. Each partner is expected to produce at least two press releases over the lifetime of the project following the template *WE@EU-Press\_Release*.

When a press release is published, an electronic copy must be sent to the WP7 leader, in order to upload it on the web site. In addition, the template *WE@EU-Press\_release\_Report* must be filled in by the project partner in charge, providing the dissemination results of the press release, i.e publication date, language, target audience, short description and press clipping.:

### 4.4.3. Magazines

The WE@EU partners are advised to publish articles for expert magazines on a national and European level in trade press, in order to disseminate project information to specialized audience of the water sector. **Each partner is expected to create at least 1 no-scientific publication over the lifetime of the project.**

For each participating region, newspaper supplements about WE@EU should be prepared and their distribution organized. The articles must incorporate the following statement: **"The research leading to these results has received funding from the European Union Seventh Framework Programme ([FP7/2007-2013] [FP7/2007-2011]) under grant agreement n° [320007] (Project WE@EU)".** When such a publication is made, an electronic copy will be sent to the WP7 Leader.





In addition, the template *WE@EU-Press-release* must be filled in by the project partner in charge, providing the dissemination results of the published article (press clipping info do not apply for this issue).



## 5. Disclaimer

Use of any knowledge, information or data contained in this document shall be at the user's sole risk. Neither the WE@EU Consortium nor any of its members, their officers, employees or agents shall not in any way be liable or responsible for the use of any such knowledge, information or data, or of the consequences thereof.

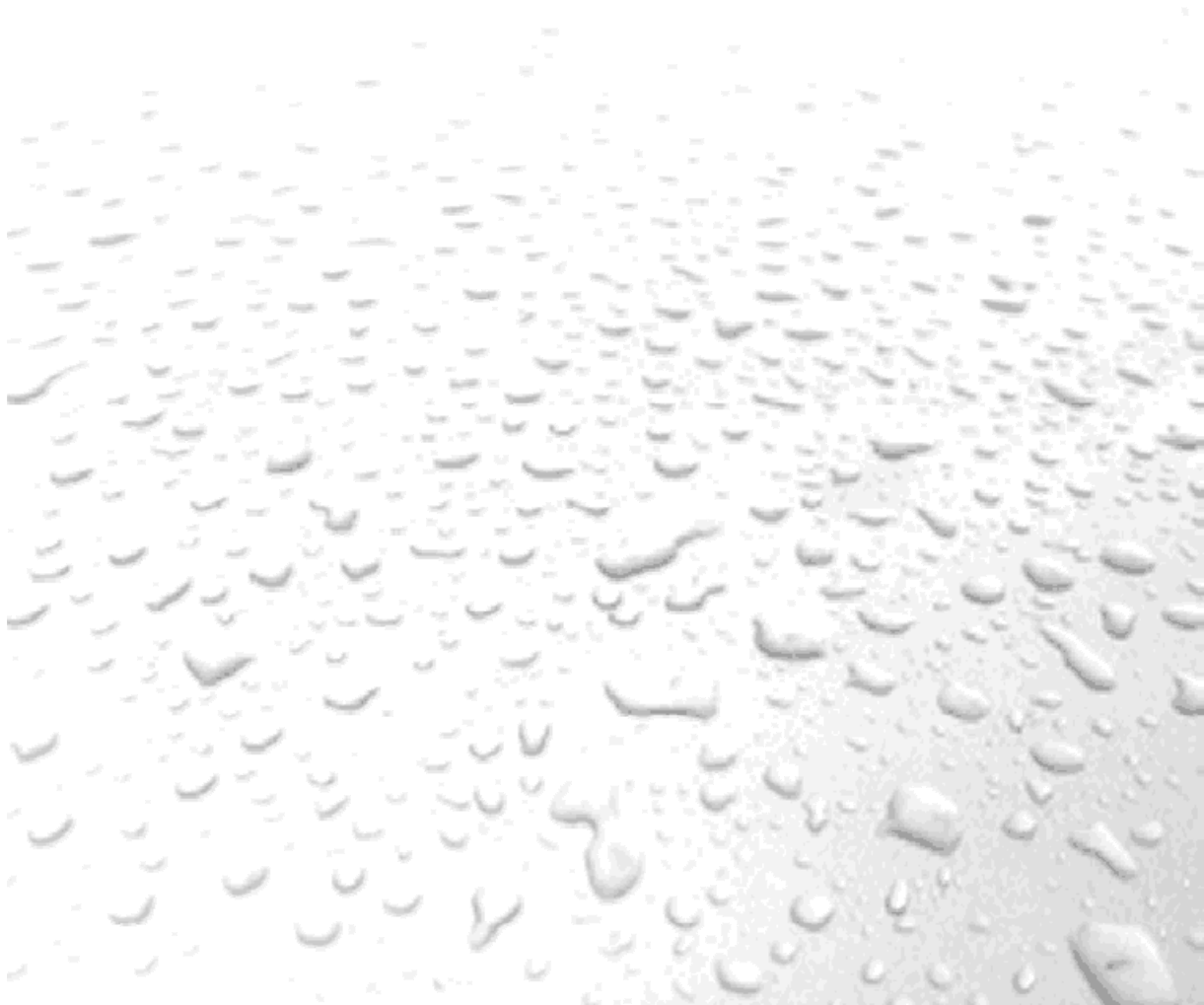


## 6. Conclusion

The deliverable provides a detailed description of the dissemination strategy, dissemination channels, dissemination tools, and channels of the WE@EU project. The dissemination plan has been approved by all partners and has to be put into practice by them (including participating third parties).

The WE@EU project will pursue its objectives especially through extensive dissemination activities. As the project work is advancing, new or modified needs may arise. Therefore, the WP7 Leader will be ready to modify, in agreement with the Project Coordinator and all partners (including participating third parties), the dissemination plan accordingly and then make sure that the new version is properly communicated to all consortium members.





## Partners



The research leading to these results has received funding from the European Union Seventh Framework Programme ([FP7/2007-2013] [FP7/2007-2011]) under grant agreement n° [320007] (Project WE@EU)